



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name <u> Tony Hoover </u>	Class # <u> N375 </u>
Dealership <u> Conklin Cars Salina </u>	Date <u> 4/23/2021 </u>

Current Situation or Challenge to be Addressed:	We need to be doing more (any) street buys with how difficult inventory has been to find.		
Current Performance Level (include specific measure):	Per our sales log, we had 0 street buys in the last 60 days.		
Goal (what do you want to achieve?)	We will raise our street buys from 0 to 10% of our retailed pre-owned units by September 1, 2021.		
Goal Performance Level (include specific measure)	10% of our retailed pre-owned units will be street buys		
Goal Start Date:	4/26/2021	Goal End Date:	9/1/2021
First Check-in Date:	6/1/2021	Performance Objective:	2.5%
Second Check-in Date:	7/1/2021	Performance Objective:	5.0%
Third Check-in Date:	8/1/2021	Performance Objective:	7.5%
Fourth Check-in Date:	9/1/2021	Performance Objective:	10.0%
How does your goal align with the dealers' vision?	We need to be sourcing more vehicles in order to increase our sales and gross in the pre-owned department, and we are currently having difficulty obtaining enough inventory.		
What are the potential benefits of achieving your goal?	Increased volume of sales, more desirable units to sell, increased gross profit, less fees paid to auctions and for transport, potential for more sales just from people wanting to sell their vehicles to us and then seeing something they like on our lot, more inventory on the lot (within reason), higher net profit, better pre-owned department absorption, more recon work for the service department, increased traffic for service drive long term		
What are the potential	Fewer sales, lower net profit, less pre-owned absorption, lower level of		

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consequences if you don't achieve your goal?	inventory, low morale for sales consultants due to low sales numbers and low income, less traffic to the service drive, less recon for the service department, having to spend more at auctions in order to source units
Why is the goal important to you?	In order to have enough vehicles to sell over the summer (and for the foreseeable future), we're going to have to get creative in sourcing our inventory. Otherwise, we will not have the ability to have a profitable pre-owned department.
Potential Obstacles	Reluctance from Sales Managers to try something new, reluctance from Sales Consultants to pursue buying vehicles via street purchases, finding customers who want to sell us their vehicles, coming up with a process to make it quick and easy to buy vehicles from customers
Potential Solutions	Explain the gross benefits to the Sales Managers from sourcing more vehicles via street buys, offer Sales Consultants a bonus for each vehicle that they find for us to purchase in order to motivate them, advertise the fact that we buy vehicles through various channels, develop a standardized process similar to a Carvana or Vroom that allows us to pay people quickly for their vehicles we buy from them
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We're currently averaging 70 units/month. So if we add 8 more monthly sales from street buys (which would equal about 10% of sales from street buys) at an average PUVR of \$3155 that would lead to an additional \$25,240/month or \$302,880/year in gross.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Develop a plan to pay a \$100 bonus to a Sales Consultant any time they find a vehicle for us to buy for inventory	None, other than money for the bonus	GSM	Should lead to Sales Consultants finding more vehicles for us to buy for inventory	Implement plan and start paying bonuses by 5/1/21. Monitor how many vehicles we are buying this way every 2 weeks.
Begin appraising	KBB	UCM	Should lead to	Begin appraising

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any vehicle we'd want to buy as it comes into the Service drive			some customers wanting to sell their vehicles to us or to start a trade process	vehicles in the drive on 5/1/21 and monitor how many we buy each month on the first of the month
Begin an advertising campaign about the fact that we buy vehicles even if you don't buy from us	Facebook, our website, radio, TV	GSM and Marketing Director	Generate leads for us to buy inventory from	Design and begin advertising campaign by 6/1/21
Make KBB ICO a feature on our website	KBB/Our website	Marketing Director	Lead to more cars for us to buy from individuals	Get this on our website and in a featured location by 5/1/21
Refine our sales process to offer a trade appraisal at the beginning of the sales process and let customer know we'd love to buy their vehicle even if they don't buy ours	KBB to evaluate trade	GSM/UCM	Should lead to more street buys even if those customers don't end up buying a vehicle through us	Develop the refined sales process by 5/15/21 and track what percentage of vehicles we appraise at the beginning of the sales process on a weekly basis
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

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Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

We will continue to monitor the number of street buys on a monthly basis in order to make sure we are still effectively promoting this to our customers. If necessary, we might also increase the incentives to the Sales Staff in order to keep them focused on searching for inventory. We could also do something like the normal \$100 bonus for each car we end up purchasing plus entering those people into a monthly drawing for a bigger spiff to keep excitement up over sourcing street buys.

Describe any planning or implementation meetings conducted as part of development of your plan.

Click or tap here to enter text.

Sponsor Signature: _____